

November 29, 2004

In response to the NAB's call to action, Meredith Broadcasting Group is submitting the following summary of its stations' community outreach initiatives. While not all-inclusive, this summary is a comprehensive list of the extent to which Meredith stations are an integral part of the communities they serve and are committed to serving their local viewers.

(I also have this summary as a Word document. Please let me know if you'd like a copy of that document.)

Meredith Broadcasting Group is comprised of 14 television stations in 12 different designated market areas, including a Joint Sales Agreement with KSMO in Kansas City. Nine of those stations produce and broadcast local newscasts, for a total of 244 hours of local news per week. The newscasts that Meredith stations produce all include local and national news, weather and sports. In addition to the scheduled newscasts, Meredith stations regularly break into scheduled programming at times for breaking local or national news or for severe weather updates, watches and warnings.

Meredith Broadcasting Group stations call letters, network and markets are:

1. WGCL, (CBS), Atlanta, GA
2. KPHO, (CBS), Phoenix, AZ
3. KPTV, (FOX), Portland, OR
4. KPDX, (UPN), Portland, OR
5. WFSB, (CBS), Hartford, CT
6. WSMV, (NBC), Nashville, TN
7. KCTV, (CBS), Kansas City, MO
8. KSMO, (WB), Kansas City, MO - Joint Sales Agreement with Sinclair

Broadcast Group

9. WHNS, (FOX), Greenville, SC
10. KVVU, (FOX), Las Vegas, NV
11. WNEM, (CBS), Saginaw, MI
12. WSHM, (CBS), Springfield, MA
13. WFLI, (WB), Chattanooga, TN
14. KFXO, (FOX), Bend, OR

In addition to each station's local initiatives, Meredith stations work with The Ad Council to place important Public Service Announcements (PSAs) throughout each station's programming schedule. The media value of the PSAs that Meredith stations have placed in 2004 in conjunction with The AdCouncil is more than \$1.2 million.

Please feel free to contact me if you have any concerns regarding this summary.

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Meredith Stations' Community Initiatives

WGCL, Channel 46  
CBS Affiliate  
Atlanta, GA

WGCL serves the needs of the local community through many of its day-to-day operations.

#### News:

The station broadcasts 29 hours per week of local news, weather and sports. The station also provides breaking news and weather coverage as they occur.

#### Web:

The station's Web site, [cbs46.com](http://cbs46.com), enhances its local news by offering interactive options to get viewers involved. The site provides polls, discussion forums, and interactive tools that help the viewer know more about the news, the station and what's happening in the community.

#### Speakers' Bureau

Each anchor is scheduled to be out in the community four times a month. In addition to on-air personalities, managers and department heads routinely speak in the community. Photographers and production personnel attend career fairs as well.

In an effort to obtain speaking engagements for our on-air talent and news managers, press packets are disseminated to the following organizations.

- &#61607; Non-profits
- &#61607; Local businesses
- &#61607; Companies with in-house newsletters
- &#61607; Schools and Universities
- &#61607; Home Association Groups

When on speaking engagements, on-air personalities generally speak on the following topics:

- &#61607; The station's commitment to provide viewers in the Atlanta market with complete news coverage and the best coverage in the market
- &#61607; The station's commitment to serve the communities in which we live
- &#61607; Careers in Broadcasting
- &#61607; Being a Broadcast Journalist
- &#61607; Growth of Station
- &#61607; New station brand

#### Programming and Community Events:

WGCL holds regularly scheduled bi-weekly meetings to determine community events to cover. The General Manager and representatives from the programming, news, sales, promotion, production, community relations and interactive media departments all present requests from the Atlanta metro community for discussion.

The following are some recent examples of community events that the station is involved with:

#### Community-Responsive and Charitable Programming Covered by WGCL

##### CBS 46/ Junior League of Atlanta Coats for Kids Drive

Estimates of how many homeless children and their families are in the Atlanta area vary, but no one debates that their plight is a serious issue. WGCL CBS 46 went to the Junior League of Atlanta to develop the Coats for Kids Project. The Coats for Kids Drive is a community project that collects and distributes gently

used winter coats to the men, women and youth of Atlanta. The station provided news and promotional coverage of the drive on-air and online.

#### Salvation Army Angel Tree Program

WGCL CBS 46 has teamed up with the Salvation Army and the Angel Tree Program to provide Christmas/Holiday gifts to needy children. The station expects to help 70,000 thousand children.

#### CBS 46 / Community Food Bank Drive in cooperation with Publix

A large percentage of Georgia children are at risk of going hungry at some point each month. WGCL CBS 46 is proud to help sponsor this two-week food drive in support of National Hunger Awareness Day on June 5. The station provides news coverage and Web site coverage for the drive.

#### CBS 46 School Supply Drive in cooperation with Publix

Over 14,000 children from the Georgia Department of Family and Children Services need help acquiring school supplies. WGCL CBS 46 is teaming up with Publix to collect "School Tools for Cool Kids."

#### CBS 46 Back-to-School Immunization Drive

Shots needed by children in order to attend school are given free at Southside Medical Center's 20th Annual Back -To-School Immunization Drive. Children also receive free dental, hearing and vision screenings. The station provides program information online and over the air.

#### United Negro College Fund Telethon

The 49-year-old college fund has provided financial assistance for over 300,000 low-income students to attend historically black colleges and universities in the USA. Through this project the station will produce local segments in preparation for the January 9 telethon airing date, as well as provide the telethon a producer and on-air host

#### American Red Cross Annual Memorial Day Blood Drive

In an effort to raise awareness of the constant need for blood during the holiday weekend, The American Red Cross teams up with Six Flags and WGCL for a holiday blood drive. Blood drives are held in several area malls, as well as donation centers throughout Georgia.

#### Great Atlanta Youth Walk

The Great Atlanta Youth Walk raises money for community-based charities. Great Atlanta Youth Walk focuses on the needs of troubled children. 3,000 walkers of all ages from throughout metropolitan Atlanta's diverse communities participate.

#### Other Community Events Sponsored and/or Covered by the Station

##### CBS 46 4th of July At Lenox Square/Fireworks

Each year, WGCL provides live coverage of one of the area's largest 4th of July fireworks display and celebration from Lenox Square.

##### Best of Atlanta Party

The Best of Atlanta Party showcases restaurants named "Best of" in Atlanta magazine. Atlanta's finest restaurants set up booths and serve both hot and cold samples of their most popular appetizers, entrees and beverages. The event benefits Camp Twin Lakes. CBS 46 has been a proud sponsor since 2002.

##### Georgia's Safe Teen Driver Program

Several area high schools participate in a day of demonstrations, seminars, lectures, and activities conducted by local and state law enforcement representative and nationally known driving experts and professionals. The curriculum touches on the rules of the road, dangers of drunk driving, car control techniques, seat belt safety and much more. Over the course of the week, 3,000 students will be processed through the program.

#### On the Bricks

On the Bricks is a 12-week concert series held at Centennial Olympic Park. It is the largest summer concert series in the city, and features a diverse line up of A-list talent performing weekly concerts to 1,500-2,000 Atlanta fans who can enjoy a variety of music including pop rock, jazz, R&B, hip hop, alternative and more.

#### Soul Food and Music Festival and Drive for Diabetes

This is a two-day food and music event. With food as its draw, the event also provides an advent to disseminate information on diabetes, meal preparation and the effects and benefits of food on lifestyle and health. Free Diabetes screenings are offered to a crowd of over 30,000.

#### American Baby Faire

At American Baby Faire, consumers can find everything they need from pregnancy to preschool. The event is produced in conjunction with American Baby a magazine published by WGCL parent company, Meredith Corporation.

#### Annual Hands on Atlanta Martin Luther King, Jr. Summit

A three-day event held in honor of the legacy of Rev. Dr. King Jr. The event encourages remembrance and continuance of the Civil Rights Movement among today's society.

#### SoulFest

SoulFest is a two-day soul and R&B festival for the entire family. This dual jam session will feature the country's best in neo-soul, funk, R&B and old school jams. It is a Labor Day music celebration for all ages.

#### Local Sports Events

The station also covers a myriad of local sports events, including:

- The Peach Bowl Parade
- Preview to March Madness
- GA Tech Road to the Championship
- CBS 46 Masters Highlights
- CBS 46 Falcons Special
- Atlanta Falcons Preseason game
- Atlanta Falcons pre-game show
- University of Georgia weekly show

Other events of local interest covered by WGCL include:

- Governor's Inauguration
- CBS 46 Special: Columbia Disaster
- CBS 46 Special: Atlanta's Road to the Grammy's
- Stormtracker 46: Tracking the Storms in Your Neighborhood
- World of Coke
- CBS46 Holiday Highlights 2003

Other Special Local Projects:

#### StormTracker 46 School Weather Presentation

During the school year, Chief Meteorologist Gene Norman visits two schools a week to conduct weather presentations to the entire 4th grade student body. As part of Georgia's educational curriculum, students study weather during their 4th year in school. Schools are encouraged to register their school for a visit from Gene by logging onto [cbs46.com](http://cbs46.com)

#### Football Fridays

WGCL produces and airs a weekly program through the football season to cover area high school football games, pep rallies and other related events.

KPHO, Channel 5

CBS Affiliate

Phoenix, AZ

KPHO is committed to serving the needs of the local Phoenix-area community. The station serves the needs of its local viewers through many of its day-to-day operations.

#### News:

The station broadcasts 28 hours per week of local news, weather and sports. The station also provides breaking news and weather coverage as they occur.

#### Web:

The station's Web site, <http://kpho.com>, enhances its local news by offering interactive options to keep viewers informed.

#### Speakers' Bureau/Talent Appearances

KPHO anchors are encouraged to make at least two appearances a week as part of the station's speakers' bureau. The station's on-air talent has been involved with various initiatives as part of the bureau:

- Schools - Hosting "read across America", reading to a class
- Community Events- Cinco de Mayo, Sunday on Central and community awards ceremonies
- Charity Events- AZ Hispanic B& W Ball and Fiesta de Friendly House

#### Local Events which KPHO is involved:

##### St. Patty's Day Parade

Working with the Phoenix Irish Cultural Center, KPHO was the only television station featured in the parade, which runs in downtown Phoenix and ends at the Phoenix Irish Cultural Center. Average attendance is 20,000.

##### Sunday on Central

KPHO is the exclusive television partner for this event, which offers a wide range of activities from food, entertainment and drowning prevention classes from local firefighters. Average attendance is 40,000

##### Arizona Hispanic Chamber of Commerce Black & White Ball

This annual event presents awards to community leaders for their outstanding contribution to the Hispanic community. The ball attracts such attendees as past and current governors, mayors and other elected officials.

#### Expohogar

This is the first ever of its kind Hispanic home expo. The expo provided seminars for individuals in English and Spanish. Seminars include how to manage your money from Washington Mutual and learn more about retirement from New York Life.

#### Friendly House Events and Initiatives

- The Annual Friendly House Tamale Dinner  
KPHO is a proud sponsor of this event that benefits the Friendly House, which serves the Hispanic community in Phoenix.

- Scholarship of Excellence  
KPHO CBS 5 will host and present five \$1,000 scholarships at the special event hosted by KPHO anchors

- Fiesta de Friendly House  
Food and wine tasting and auction benefiting the Friendly House.

- Friendly House Golf Tournament  
An annual golf tournament that benefits the Friendly House.

#### Cinco de Mayo

KPHO is the exclusive television partner for this two-day festival for the Hispanic community

#### 4th of July Festival at Tempe Towne Lake

KPHO is the media sponsor of this event for the whole family that includes fireworks, a kid zone and an entertainment stage. The station carries the fireworks show live. The event benefits the Rio Salado/Tempe Kiwanis Club. Average attendance is 55,000

#### Arizona State Fair

KPHO is the exclusive distributor of tickets for "CBS 5 charity day at the fair" to all communities charities i.e. schools, nursing homes and other organizations.

#### Zoo Lights

Zoo lights is one of the largest holiday light displays in the Southwest with two million lights and dozens of animated light displays. This month-long event caters to everyone in the family. The event benefits the Phoenix zoo. Average attendance is 240,000.

KPTV, Channel 12 - FOX affiliate

KPDx, Channel 49 - UPN affiliate

Station duopoly in Portland, OR

KPTV Fox 12 is Oregon's oldest television station. Since 1952, it has been addressing the needs of Oregonians through local news and public service. KPTV continues with the legacy of community service today. Along with sister station KPDx, the stations commit a variety of resources toward this effort, including on-air talent, station projects, food drives, and community events.

#### News

KPTV produces an average of 30 hours a week of local news and programming. In the past two years, KPTV has added a two-hour Saturday morning show, and a 5pm newscast on Sundays.

#### Web

Both KPTV and KPDX maintain individual Web sites. The KPTV site, <http://kptv.com>, provides additional news information and resources to complement the station's local newscast. The KPDX site, <http://kpdx.com/> provides viewers programming information and updates on local contests and events in which the station is involved.

#### Live Remotes

KPTV's morning show Good Day Oregon is live every weekday from a wide variety of locations, covering a huge geographical area. These remotes feature local community activities and help to create a presence across the station's coverage area. On KPTV, the station's Street Team is goes to various locations with a variety of promotions and locations which appeal to the younger UPN demo.

#### Speakers' Bureau

KPTV's news department fields many requests for on-air talent. The weather anchors regularly visit to science classes; news anchors read to first-graders, and the on-air talent is regularly involved in community events such as parades and emcees.

The KPTV/KPDV management team also participates in various events, such as job fairs, career expos, and civic organizations. Several members of the management team also volunteer at non-profit agencies, or serve on boards.

#### Local Events/Sponsorships

##### Sunshine Division Food Drive

Every April, KPTV and KPDX work with the Sunshine Division, a police association, to promote a food drive with a local grocery store. In 2004, over 100,000 pounds of food was collected for needy families in the Portland area. The stations broadcasts live from different communities and get involvement from the entire area.

##### Holiday Toy Drive

KPTV has for many years conducted a holiday toy drive in conjunction with local fire fighters associations. The station broadcasts live from different communities and gets involvement f